

CONTRACT APPROVAL REQUEST

Program: **MARLBORO COUNTRY NIGHTS DANCE SHOWDOWN**

Vendor: Country Club Enterprises, Inc.

Project Manager: Jose Fontanez

<u>Financial Impact:</u>	<u>1995</u>	<u>1996</u>
Fee	\$112,500	\$107,209
Operating Budget	312,972	\$301,388
Expenses	<u>65,620</u>	<u>\$65,620</u>
Total	\$491,092	\$474,217

Contract Description:

The attached contract constitutes an agreement between Philip Morris USA and Country Club Enterprises, Inc. for services customarily provided by a professional promoter of club entertainment, which will include the services reasonably requested by Philip Morris in connection with the 1996 Marlboro Country Nights Dance Showdown Bar Night Program.

Financial Elements:

Philip Morris agrees to pay Country Club Enterprises Inc. \$107,209. Philip Morris will pay Country Club Enterprises \$27,209 upon execution of the Agreement and submission of an invoice; \$7,500 per month upon submission of an invoice on the 25th day of each month beginning April 25, 1996 through and including November 25, 1996; and the balance of \$20,000 due upon submission of an invoice, submission of the wrap-up report and completion of all services.

Vendor Selection:

Country Club Enterprises is the only full-time promotional company geared to service and promote relevant products at the country dance night clubs of America. Country Club Enterprises club database is over 500 locations and has built steadily through diligent research over the past years. The Country Club Enterprises promotion staff is in constant touch with promotional and musical staffers at each country club across America.

Country Club Enterprises consult creative client (label, artist manager, producer) on country dance music releases. They also plan and implement strategies relevant to exposing new and established artists at over 450 DJ-driven country night clubs throughout America. Launch from 1 to 3 promoters per month encompassing from 200 to 400 night clubs usually lasting from 6 to 8 weeks.

Country Club Enterprises also compiles and return results and completed club promotions to their clients. They also communicate and distribute recording cable product to over 2,500 night clubs and independent country dance

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The following is a list of some of the artists and record labels represented over the past two years in the unique area of exposure:

- Alan Jackson - Arista Records
- Diamond Rio - Arista Records
- George Jones - MCA Records
- Turner/Nichols - BNA Entertainment
- John Anderson - BNA Entertainment
- Twister Alley - Mercury Records
- Shelby Lynne - Morgan Creek Records
- Mike Henderson - RCA Records
- Ronnie McDowell - Curb Records
- Brother Philips - Asylum Records
- Dwight Yoakam - Warner Brothers Records
- Bellamy Brothers - Bellamy Brothers Records
- Deon Dillon - Atlantic Records

Country Club Enterprises Inc. was selected based on the facts listed above and marketing creation of the Marlboro Country Nights Dance Showdown. (We are providing the personal services of Mr. Barry Tabor, which are the essence of the Agreement.)

(See attached bid waiver.)

Budget Implications:

This contract has been budgeted for in our 1996 budget.

Approvals:

J. Fontanez



7/10/96

S. Sampson



7/10/96

I. Broeman



7/17/96

M. Mahan

For Your Signature

Finance
B. Colby

 7/10/96 See Attached B. D. WAIVER.

Risk Management
L. Robertson

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- Mike Henderson - RCA Records
- Ronnie McDowell - Curb Records
- Brother Philps - Asylum Records
- Dwight Yoakam - Warner Brothers Records
- Bellamy Brothers - Bellamy Brothers Records
- Deon Dillon - Atlantic Records

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S. Sampson _____

I. Broeman _____

M. Mahan *For Your Signature*

Finance
B. Colby _____

Risk Management
L. Robertson

LR 5/20/96

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